PROFILE

BEARDED

bearded.com

We meet the small but perfectly formed web design team intent on giving something back to the web industry

If there's one thing Bearded is really lacking in, it's beards. Only one of its members can be truly described as hirsute. Luckily, what it lacks in facial hair, it makes up for in design excellence. Founded in 2008 by Matt Griffin (the proud owner of the aforementioned single beard), the web design agency has been honed into a crack team of five talented individuals, each specialising in a particular field.

Working alongside Griffin are designer Matt Braun, content strategist Caralyn Green and developers Brett Bender and Patrick Fulton. We caught up with some of the team to find out the thinking behind their mission to move the web forward, and the real – slightly geeky – story behind that agency name ...

net: Why don't you start off by describing Bearded, its personality and values ...

MG: We started Bearded in 2008 as just a designer and a developer. From the beginning our central idea was that of collaboration. We've always been single-team sized – right now those five people represent disciplines encompassing research, UX, content strategy, design and full-stack web development.

No one person can be hero-level at all of the things that go into making great web experiences, so collaboration between people who each specialise in one part of the system is the key. Since we started Bearded I gave up the idea of 'my work'. But that's OK, because 'our work' is so much better than anything I've done on my own.

The other big thing we wanted was to do work that we could feel good about at the end of the day. Which is why you see so many

The 'Beardeds' From left: content strategist Caralyn Green, designer Matt Braun, founder Matt Griffin, developer Patrick Fulton, developer Brett Bender

Photography: Noah Purdy